

Guidelines for making PDF's

Use this guide when creating final output pdfs that are being sent to Pace Communications, publishers of US Airways Magazine, Delta Sky, and United Hemispheres.

Step 1) Prepare the Indesign or Quark document and linked files.

- ☛ All images must be CMYK. This is especially important for JPEGs in Quark as they may convert from RGB to CMYK on the fly and result in an image with poor color.
- ☛ All tiffs must have LZW compression unchecked.
- ☛ All Photoshop eps files must use the following options; mac 8 bit preview, binary encoding, and uncheck all boxes in eps save window.
- ☛ Convert all spot colors to 4 color process(CMYK). Don't forget to check linked EPS files from Illustrator or Freehand.
- ☛ Remove junk from pasteboard.
- ☛ Add 1/8" bleed, make sure the full 1/8" bleed has been pulled and enough image is available. It is OK to add more than 1/8" as it will be trimmed out later in the pdf creation process.
- ☛ All objects and fonts that are 100% black will overprint. If overprinting is not wanted on a specific item do the following. Create a new color, call it 99k1c, and adjust the cyan and black to those levels. Here is a brief summary of when to use this build.
 - 1) When you have a black box or very thick rule that overlaps a picture.
 - 2) When you have a black box or very thick rule that overlaps one or more items of a different color. If the object or image is on top of the black, no need to add 1% cyan.
 - 3) Black type should always stay 100% black unless it is above 30pt or so and is a medium typeface or larger.
- * You can add 40% cyan if you want the item to be a rich black. This will give the same result as far as overprinting is concerned.
- ☛ Total area coverage/ink density of images, text or vector art can not be above 300.
- ☛ Use the preflight feature in Indesign or other preflighting software such as Markzware Flightcheck. Check for image resolution, spot colors, fonts, and RGB images.

Step 2) Create the Postscript from Indesign or Quark

- ☛ Load the print preset or print style supplied for US Airways magazine. This can be used for Sky and Hemispheres as well.
- ☛ Select the appropriate print preset, this will have all the correct settings.
- ☛ If creating a full page ad, everything is set. If you are creating a fractional ad, adjust the width and height in the print window(not the document itself) to be 1 inch larger than the size of the ad. Example) If the ad is a 1/2 horizontal, make the width 9"x 6.187".
- ☛ Print a postscript file.

Step 3) *Create the PDF*

- ☛ Once the postscript has been made, open Distiller and load the job option supplied(double clicking on the .joboption file will also load it into Distiller). Select that job option and drop the postscript on the Distiller window. Open the pdf and make sure everything is correct before sending.

Alternative to postscript - If you prefer to export to PDF from Indesign CS2, load the .joboption named "US Airways Mag export from CS2.joboptions" and choose that when exporting. We don't recommend exporting from Quark v6.5 or v7at this time.